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FOR IMMEDIATE RELEASE

March 7, 2002

**DFW INTERNATIONAL AIRPORT HOSTS  
"VIRTUAL ROAD SHOW" ON SIX MONTH  
ANNIVERSARY OF 9/11**

**AIRLINE EXECUTIVES AND TRAVELING PUBLIC  
GET BRIEFING ON AIRPORT'S STRONG RECOVERY  
EFFORTS, FUTURE PREDICTIONS**

Dallas/Fort Worth International Airport will host a "virtual road show" on Yahoo! Broadcast on Monday, March 11, inviting more than 500 airline executives and industry analysts to listen online at: <http://webevents.broadcast.com/dfwairport/pressannouncement031102>.

The online presentation, presented in broadband format, will also be accessible to the traveling public, and will highlight industry trends and DFW's recovery progress following the terrorist attacks of September 11.

"DFW's traffic has steadily beaten our own forecasted levels of comeback post 9/11 and we remain cautiously optimistic that we will return to pre-attack business sometime this summer," says Jeff Fegan, CEO of DFW. "We think it's important that the decision-makers in the airline industry be thoroughly briefed on our progress, and also allow our Airport guests to see how many more destinations and flights are available for them at DFW. This is an affordable, efficient and effective way to do it.

The Airport produced a similar "virtual road show" in December, when it placed its \$650 million bond proposal on the Internet for potential investors to see. The bond package, the largest of any Airport since September 11, sold out in less than 90-minutes and was oversubscribed, signally continued confidence in the Airport and the industry.

"We will continue to be aggressive in telling our recovery story, and we do it in less than 15-minutes with the latest tracking figures and business projections," says Joe Lopano, executive vice president of marketing at DFW.

"In the post 9/11 business climate, real-time information is indeed a powerful tool for our Airport to expand our current airline base and attract new business. And in these days of reduced budget, we're watching our budget and helping our business associates watch their budgets as well."

The road show will feature Fegan, Lopano and Kevin Cox, senior executive vice president at DFW. The distinct PowerPoint presentation will be narrated by the trio and feature a feedback button for questions. It will be available for viewing 24-hours per day for 30-days. The presentation will also be made available on the Airport's award-winning web site [www.dfwairport.com](http://www.dfwairport.com).

The show is distributed across Yahoo!'s state of the art global network. The network is able to handle audience sizes of up to one million simultaneous viewers.

The Airport's decision to host the road show on the Internet has drawn positive response from industry analysts, who are also watching business trends re-emerge in the post 9/11 environment.

"Broadband usage has hit mainstream," said Jarvis Mak, senior Internet media analyst at NetRatings. "Increasingly, online business models will be built and marketed with the broadband surfer in mind."

Researchers estimate nearly 21.9 million Web users at home accessed the Internet via a high-speed connection, representing 21 percent. Mak also estimates the at-work broadband population leaped 42 percent in the past year, to 25.5 million office users.

Located halfway between the cities of Dallas and Fort Worth, Texas, DFW International Airport is the world's third busiest, serving 60 million passengers a year. Offering nearly 2,000 flights daily, DFW Airport provides nonstop service to 129 domestic and 26 international destinations worldwide. For the latest news, real-time flight information, parking availability or further details regarding the many services provided at DFW International Airport, log on to [www.dfwairport.com](http://www.dfwairport.com).

**To arrange interviews, contact DFW Public Affairs at 972 574 8080 or [kcapps@dfwairport.com](mailto:kcapps@dfwairport.com). DFW executives will available to discuss all aspects of the post 9/11 Airport and aviation industry.**